

Request for Proposals

July 19, 2012

Transportation Demand Management (TDM) Strategy

Lincoln Metropolitan Planning Organization

Lincoln-Lancaster County, Nebraska

1.0 Introduction

The Lincoln Metropolitan Planning Organization (MPO) and Lincoln/Lancaster Planning Department is requesting proposals for the development of a regional Transportation Demand Management (TDM) Strategy to support individual travel choices and reduce traffic volumes. The MPO is seeking the consulting services of a qualified team with the prime considered an expert in TDM that will prepare a comprehensive strategy that:

- builds on the Lincoln MPO *2040 Long Range Transportation Plan*,
- develops a comprehensive multi-year TDM strategy to support individual travel choices,
- identifies opportunities for public and private partnerships and funding,
- clarifies the appropriate roles in TDM for the Lincoln Metropolitan Planning Area, and
- encourages sustainable transportation throughout the Metropolitan Planning Area.

The consulting team will need to go “beyond the basics” of traditional commute-based TDM approaches by crafting a vision for a balanced, multi-modal transportation system that promotes choices for travelers and influences the demand. The TDM strategy for the Lincoln Metropolitan Area is to include a strategy to effectively build partnerships among all levels of the public and private sectors, provide information and education about travel options and offer incentives and programs that, by their nature, will reduce demand (typically for single-occupant vehicle travel) or redistribute this demand in space or in time. TDM is identified in the *2040 Long Range Transportation Plan* as a critical component of the overall transportation strategy and is intended to be an essential component of sustainable transportation solutions for a livable community.

This is to be a well-rounded mobility strategy that recognizes and addresses the diversity of communities within Lincoln and Lancaster County by underscoring the different needs. This is to consider the application of web-based social media and mobile technologies to encourage interactive communication to assist in making travel decisions.

1.1 MPO Study Area

The Lincoln MPO Metropolitan Planning Area consists of the City of Lincoln and Lancaster County. Lancaster County contains approximately 839 square miles of land, and according to Census 2010 had a population of 285,407. The City of Lincoln is located at the geographical center of the county and currently covers approximately 90.48 square miles of land with a

population of 258,379 in 2010. The population of the city of Lincoln makes up approximately 90 percent of the population of Lancaster County. There are eleven other incorporated communities containing approximately 2.8 percent of the population and one second-class city in Lancaster County. The largest of these is Waverly, the second-class city, with a 2010 population of 3,277. The other villages and cities ranged in population between 142 and 1,657. There also are nine unincorporated communities in the county.

1.2 The Project

The project is to develop a comprehensive *Transportation Demand Management Strategy* that outlines a clear process for selecting, funding, and implementing TDM strategies. This study is to evaluate and structure a wide range of initiatives that will provide travel choices resulting in a shift of travel behavior from single occupancy automobile dependency toward more sustainable modes such as shared vehicle, public transit, walking and cycling. This is a “start-up” program for the Lincoln MPO that is intended to be staged over several years, building upon community acceptance and demand for additional TDM programs.

The MPO is looking for guidance on a TDM policy and strategy recommendations put forward are to address the following:

- Review existing programs and policies that may support or hinder the effectiveness of implementing a TDM strategy plan for the planning area as a whole;
- Review programs and policies from other comparable jurisdictions that may be used in developing a TDM strategy plan for the Lincoln MPO;
- Design an interview, survey or consultation process to obtain input from key stakeholders and relevant transportation organizations;
- Prepare a comprehensive report explaining the preferred initiatives and strategies and include an action and project priority plan for implementing these recommendations;
- Strategies needed to provide travel choices that may increase the proportion of people walking, cycling, using transit, ride-sharing or using other alternatives to driving alone;
- The TDM mix of potential measures needs to include details on project costs and potential effectiveness of each TDM component;
- Potential target markets are to be identified for specific TDM actions such as universities and colleges, and the major government and non-government employment centers;
- Identify staffing needs for the day-to-day management and oversight of the recommended TDM program, including developing and maintaining partnerships with other public agencies and private organizations, marketing programs to educate commuters and employers, and developing new initiatives and programs;
- Prepare a “TDM Resource Guide” to assist the MPO staff, stakeholders and others in public and private sectors in understanding and implementing TDM initiatives relevant to their needs;
- Prepare interim progress reports for each project phase and a comprehensive report explaining the preferred initiatives and strategies and include an action and project priority plan for implementing these recommendations.

1.3 Key Planning Documents/Context

- ☐ The MPO has recently adopted the ***Lincoln MPO 2040 Long Range Transportation Plan*** (LRTP) which identifies TDM as a critical component of the overall transportation strategy and an essential factor in sustainable transportation solutions for a livable community. The LRTP also includes a comprehensive *Pedestrian and Bike Route and Trails Master Plan* that will serve as a foundation for many TDM planning activities.
- ☐ The recently adopted ***Lincoln-Lancaster County 2040 Comprehensive Plan*** is the basis for land use planning and identifies the regional growth strategy. This is a key document and framework for addressing land use based travel demand reduction strategies and policies to redistribute this travel demand in space and in time.
- ☐ The ***Congestion Management Process (CMP)*** is to provide a systematic, transparent, and continuous way for transportation planning to identify and manage congestion in a multi-modal manner. The CMP is an element in the overall metropolitan transportation planning process that identifies strategies for the management of transportation demand.
- ☐ A ***TDM Subcommittee*** for the MPO Technical Committee will provide the necessary project oversight (TDM Oversight Planning Team). The MPO Technical Committee is a key body in the MPO organizational structure to assist in meeting the requirements of the transportation planning process and in developing the planning documents.
- ☐ These and other key Lincoln Metropolitan Planning Organization Planning documents and reports are located on the Lincoln MPO web page, www.lincoln.ne.gov/city/plan/mpo/.

2.0 General Scope of Work

Stage I - Background Research

The consulting team's role in this project will be first to:

a.) Compile and analyze existing documents, including:

- ☐ The Lincoln MPO 2040 Long Range Transportation Plan
- ☐ The Regional Growth Strategy, *Lincoln-Lancaster County Comprehensive Plan*
- ☐ Existing Land Use and Employment Data
- ☐ Future Land Use Plans and Growth Projections
- ☐ Available Census and Travel Data
- ☐ Available Transit, Bike and Pedestrian Data
- ☐ Opportunities and Strategy for the use of Social Media
- ☐ TDM Oversight Planning Team vision and discussion notes

The MPO/City of Lincoln staff will supply all MPO-produced documents, land use and transportation data to the consulting team.

b.) Background data and information gathering and review, including:

- ☐ Complete an inventory of existing local and state government policies, guidelines and

regulations which may support or hinder the operation and implementation of TDM initiatives. The consultant will be expected to review the inventory and identify any gaps or needed modifications.

- ☐ The consultant will design and conduct an interview, survey or consultation process to obtain input from key stakeholders and relevant participating organizations. Interviews with representatives from key state, county and municipal governmental agencies will be important to discover the potential for reaching TDM goals and to assess areas where the MPO can plant the seeds for program development.
- ☐ The MPO staff will assist in coordinating a series of discussions with the TDM oversight planning team and meetings with city directors to further identify community support and a workable vision and realistic goals for a local TDM program.

c.) Develop a resources and concepts to complete in the formulation of a TDM vision, including:

- ☐ Review and compile information on effective approaches to developing a TDM program Planning Area. The primary focus is to be on supporting individual travel choices that advance the goal of increasing the proportion of people walking, cycling, using transit, ride-sharing or using other alternatives to driving alone.

Key Stage I Deliverable:

Collate all the above information into a Background Report and organized in a way that provides the foundation material for the development of the TDM strategy in subsequent phases. This is to include the historical context, existing conditions, best practices and a discussion for a workable framework for advancing a TDM strategy.

Stage II – Opportunities and Challenges Examined

Building on the information gathered in the background research phase, the consultant will be asked to coordinate and facilitate ‘discussions’ regarding the role that TDM can play in the various planning disciplines (transportation, land use, health, climate change, etc.) and identify areas where specific TDM approaches may be necessary and appropriate in moving an overall TDM strategy forward. During this phase, the consultant team will explore options and possibilities for strategy components, and test the level of interest and support by stakeholders, interest groups and the general public. Community discussion may be administered thorough public forums and web-based community discussions.

Key Stage II Deliverables:

- ☐ *Interview Plan for focus groups and key stakeholders*
- ☐ *Summary Report of interviews, survey activity and community discussions*
- ☐ *Community wide public forums and web-based discussions*
- ☐ *Working paper which captures the opportunities and challenges and articulates where the MPO/City of Lincoln can most effectively apply TDM strategies that will add value to the transportation system.*
- ☐ *Identify a possible multi-year, staged TDM strategy that promotes individual travel choices and influences the shift in travel demand.*

Stage III Recommended Approach

In this stage, the consultant will identify and make recommendations for programs, services and measures that are appropriate for a comprehensive but staged TDM Strategy. Although this project focuses primarily on establishing an overall strategy in promoting TDM, the recommendations must also acknowledge the crucial role that the City of Lincoln and each governmental agency may play in supporting the larger vision, and to that end, the TDM strategy/plan is to identify the area of responsibility for each complementary action and policy.

The recommended strategy should also include the following components:

- Identification of strategic partnerships. Identify the required partnerships between the MPO/City of Lincoln, public sector organizations and private sector employers to implement program expansion and the implementation of new initiatives.
- Address the specifics of a phased TDM program that is most likely to succeed in the Lincoln planning area and provide an evaluation of the potential benefits and costs.
- Priorities Identification. Prioritization of the strategy components in consideration of ease of implementation (easily “do-able” to more challenging) and expected level of impact on mode share outcomes.
- Roles and Responsibilities. Recommendations regarding the appropriate role of the MPO/City of Lincoln in planning, developing, implementing and delivering TDM services, programs and measures.
- Staffing requirements. Identify the staffing requirements and/or measures for program development, community education and day to day management of the TDM programs as well as for the marketing and maintenance of public and private partnerships.

Key Stage III Deliverables:

- *Provision of a Draft TDM Strategy document*
- *Presentation of Findings and review of the Draft plan to the TDM Oversight Planning Team, stakeholder groups (as needed), MPO Technical Advisory Committee, Lincoln-Lancaster Planning Commission and MPO Officials Committee (Elected Officials). See the MPO Management Plan for details.*

Stage IV – Implementation & Action Plan

Upon receiving approval and support for the draft plan, the consultant will identify order of magnitude costs to implement the identified strategy components and make recommendations (based on precedents set by other jurisdictions and study findings) on budgets and funding options. The action plan should focus on measures that can be undertaken in the short-term, under the current MPO 2040 Long Range Transportation Plan direction and current study information, with a view to a medium and ultimately a longer-term approach that may or may not require an additional system capacity, resources, or a possible change the direction set by the LRTP and CMP.

Key Stage IV Deliverables:

- *Provision of a Draft Implementation & Action Plan*
- *Workshop with the TDM Oversight Planning Team and other key MPO Staff*
- *Presentation to the MPO Technical Advisory Committee, Lincoln-Lancaster Planning Commission and MPO Officials Committee*

Stage V – Final Report / Regional TDM Strategy

TDM Strategy Report: The creation of a final report which collates all of the information and outcomes of the previous three stages will culminate in a final report which will function as a regional TDM Strategy.

TDM Resources Guide: Development of a resource guide to be used by the MPO/City of Lincoln and other stakeholders is needed to provide practical resources in support of the specific components identified in the TDM Strategy.

The purpose of this Guide or tool kit is to give very clear guidance as to the ways and means our partners can support TDM in general, and the regional TDM Strategy specifically. The Guide should contain practical tips, templates and easily transferrable policies, bylaws or measures. Examples include, but are not limited to:

- A Resource Guide describing measures that can be implemented in the Metropolitan Planning Area and directions for organizations wishing to develop a TDM program.
- Various educational materials or tool kits, as needed or dictated by the final composition of the TDM Strategy.
- Sample templates such as employee surveys or policies.

Key Stage V Deliverables:

- *Final Report/ TDM Strategy*
- *TDM Resources Guide / Toolkit*
- *Summary documents for web posting and publication as a concise information flyer*
- *A prototype for an interactive TDM resource web page*

2.2 MPO TDM Oversight Planning Team

The MPO Technical Committee will establish Subcommittee to function as the **TDM Oversight Planning Team** to guide the progress in developing the TDM strategy. The Planning Team will work with the consultant to establish the overall vision for the developing the TDM Strategy and review all project materials and draft reports prior to presentation to the public and committees. The planning process will include committee meetings with project status reports.

The consultant will have access to the expertise and resources of committee members which include staff from the Lincoln-Lancaster Planning Department, City of Lincoln Public Works, City of Lincoln Urban Development, Lancaster County Engineering, StarTran, Lincoln-Lancaster Health Department, Lincoln Parks & Recreation Department, Nebraska Department of Roads and

others as needed. This project falls under the direct guidance of the Lincoln-Lancaster Planning Department and MPO Technical Committee.

3.0 Submission Requirements

3.1 Proposal Timetable

3.1.1 Request For Proposal Timetable

The following timetable defines the times allotted for developing and submitting a proposal to the Lincoln MPO, to propose the best strategy for a Transportation Demand Management (TDM) program for the Lincoln Metropolitan Area that will enable the building of partnerships between all levels of the public and private sectors.

3.1.2 Schedule for Consultant Selection

- July 19, 2012: Request For Proposal will be made available to the public.
- August 17, 2012, 4:00 p.m., local time: Proposals are due in the MPO's office clearly marked "Transportation Demand Management (TDM) Strategy" to Mike Brienzo.
- August 17, 2012 – September 14, 2012: MPO will short-list, interview and select the prime consultant.
- September 14, 2012: The selected Consultant will be notified.
- September 17, 2012 – September 28, 2012: Selected Consultant will negotiate scope of services and contract.

3.1.2 Project Proposal Format

- a.) Six (6) bound hard copies, **and**
- b.) PDF format

3.2 Period of Performance

Performance of this contract is expected to begin immediately after a contract has been negotiated and be completed within the timeframe of each phase of the project based upon the negotiated scope. The project timeframe for study completion is 6 to 9 months. All data files and validation reports developed within this project will be provided to the MPO.

Two consultant performance evaluations or reviews will be held within the study timeframe.

3.3 Material Required in the Proposal

The Consultant is to describe how they plan to conduct the project, details of all primary tasks and sub-tasks and will suggest a basic framework for a Scope of Services necessary to coordinate

the project down to the last detail to insure client satisfaction and a successful project. A flow chart is to be included that shows the general flow of for the Consultant's timing of all tasks connected to the study design. Management techniques to be used by the Consultant are to insure quality control, completion of the project within the agreed time frame and a budget that is fully explained. Other required material is described in this RFP.

3.4 Project Budget

A project scope of work and budget is for each phase will be negotiated in detail with the selected consultant. Consultant selection will be based on the merits of the proposal and interview which will be evaluated based upon qualifications, experience, technical competence and capacity to accomplish the work within the constraints of this project. Due to fiscal constraints of the federal funds available for this project, it will need to be kept within reasonable constraints of the MPO Unified Planning Work Program (UPWP). It facilitate negotiations if the proposed budget and hours for each element be kept in mind when developing the proposal.

- This is a Federal-aid Project, all rules in Local Public Agencies (LPA) Guidelines, as published on the NDOR web site, must be followed. NDOR's *LPA Guidelines Manual* for Federal Aid Projects at: <http://www.transportation.nebraska.gov/gov-aff/lpa-guide-man.html>
- The method of payment to be used will be cost plus fixed fee.
- Price is not to be a factor in selection.

3.5 Proposal Requirements

3.5.1 Personnel

The proposal must specify the team members who would do the actual work, the estimated hours involved, charge-out rates, and the qualifications of these individuals, including a summary of their experience with related work.

3.5.2 Proposal Document Composition

The following items must be included in the proposed submission and will be used as the basis for evaluation of the successful proposal:

- *Qualifications of the team members, level of effort and direct experience with transportation demand management.*
- *Methodology – a work plan including the proposed method of accomplishing the tasks identified in the proposed Scope of Work section with a timeline for the project*
- *Identification of relevant firm experience in TDM.*

Please note: The successful consultant is to have the expertise and experience in undertaking a project of this nature and is to submit supporting information.

3.5.3 The proposal is to include the following:

1. A letter of interest not to exceed 2 pages;
2. Narrative approach to the project and project schedule, 3-5 pages;
3. Experience on similar projects and work performed to include dollar value and name of responsible person monitoring the operation, not to exceed 5 pages;
4. Organizational chart of the team identifying the Project Manager and other key personnel, 2-3 pages;
5. Outline of proposed project schedule, activity and work effort, 2-3 pages.
6. Describe and outline the Firm's approach to performing the work, 2-3 pages.
7. Completed forms from Consultant Conflict of Guidance Document at:
<http://www.transportation.nebraska.gov/gov-aff/lpa-guide-man.html>
8. Proof of professional liability insurance.
9. To be considered for this project, the primary firm is required to be certified by Nebraska Department of Roads for Transportation Planning projects. This requires the completion of the Nebraska Department of Roads **DR Form 498**, "Architect, Engineer and Related Services Questionnaire and Application Detail Supplement"
<http://www.dor.state.ne.us/rfp/downloads/pdf/dr498.pdf>.

3.6 Consultant Selection Criteria

Proposals will be evaluated on this criteria on a scale of 1-5, equally weighted.

1. Professional qualifications of key team members necessary for satisfactory performance work on project activities.
2. Specialized experience developing successful Transportation Demand Management (TDM) programs.
3. Past performance on project contracts with government agencies.
4. Consultant has adequate staff and capacity to accomplish the work for this project in the required time.
5. Consultant has a detailed understanding of the key Land Use/Transportation relationships that may be needed to support successful TDM Program.

6. Consultant has demonstrated understanding of new and developing federal policy directions for Transportation Planning.
7. Consultant's approach to the project recognizes the special circumstances in working with advisory committees, public agencies and developing public-private partnerships.
8. Price, fees and overhead rates are not to be a selection factor.

3.7 Pre-qualified Consultant

City of Lincoln - The Consultant considered for this project is to have at least one staff person directly related to the project on the list of "pre-qualified" firms on file with the City of Lincoln (purchasing department).

Nebraska Department of Roads - The consultant selected must be pre-qualified by NDOR for the planning work category which involved the submission of credentials to NDOR ("Architect, Engineer and Related Services Questionnaire and Application Detail Supplement" (<http://www.dor.state.ne.us/rfp/downloads/pdf/dr498.pdf>)). A list of pre-qualified consultants and pre-qualification categories is maintained by the NDOR. Registering as a pre-qualified consultant is necessary prior to proposal acceptance and short-listing.

3.8 Pre-proposal Questions & Answers

Questions on this RFP will be taken by email through Friday, August 15, 2012 and posted along with the MPO answer. Both the questions and answers will be available to interested parties.

3.9 Other Information

The final Scope of Work and resulting Project Budget will be negotiated after the consultant is selected. If agreement on work and costs cannot be reached, the MPO will open negotiations with the next consultant on the selection list.

All information must be received by 4:00 p.m., August 17, 2012 at:

Lincoln MPO / Lincoln-Lancaster Planning Department
"Lincoln Metropolitan Travel Demand Model Development"
ATTN: Mike Brienzo
555 South 10th Street - Suite 213
Lincoln, Nebraska 68508

email: mpo@lincoln.ne.gov

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